



COUNCILMEMBER DONNA FRYE

CITY OF SAN DIEGO – SIXTH COUNCIL DISTRICT

Press Release

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FRYE CELEBRATES RIVER DAY & RIVERFEST 2006

Festivities include many activities and contests

San Diego, CA- Today City Councilmember Donna Frye celebrated San Diego River Day and RiverFest 2006.

Councilmember Donna Frye said, "River Day and RiverFest 2006 is an opportunity to celebrate the creation of the San Diego River Park. As part of the River Day celebration, we are here today to recognize the winners of the RiverFest *Explore the River Contest*."

San Diego RiverFest is part of San Diego River Day. RiverFest activities, located at the Mission Valley Library, included live music, Native American storytelling, hula dancing, pirate musicians, inflatable world and lots of chances to win a variety of prizes.

The *Explore the River Contest* challenged participants of all ages to find seven photographed locations along the San Diego River. All seven locations were located along the river between the Pacific Ocean and the Mission Valley Library. Winners of the contest had the opportunity to win thousands of dollars in prizes from local Mission Valley businesses, including Westfield Shopping Center gift cards.

"Westfield is honored to participate in RiverFest this year alongside Councilmember Donna Frye," said Rick Froese, Vice President Development for Westfield Corporation. "The San Diego River is a local treasure that deserves special attention so that it can be enjoyed by future generations."

Westfield Shopping Centers has been an enthusiastic supporter of the Mission Valley community and the San Diego River. Frye is the Councilmember for the Sixth Council District of the City of San Diego, which includes the communities of Clairemont, Kearny Mesa, Linda Vista, Mission Bay, Mission Valley and Serra Mesa. She has served on the City Council representing District Six since June 2001. She is currently the chair of the City Council's Natural Resources and Culture committee and chair of the San Diego River Conservancy.

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